



UK PRESS RELEASE

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Lord Redesdale joins the board of Cranberry UK Limited

As a Life Peer with a passion for the environment, Lord Redesdale brings weight to the clear message that Cranberry's products provide a real leap forward in the move towards truly Green computing.

Lord Redesdale said "I am delighted to join the board of Cranberry UK Limited. With world energy consumption increasing dramatically, a business that offers a product that can reduce the energy demand of computing by 95% is a natural fit for my Green portfolio of interests."

Lord Redesdale sits in the DEFRA team in the Lords as the party's spokesman on Agriculture and Energy. Previous to that, he was a spokesperson on Defence and Overseas Development. He travelled extensively in the latter role and has worked as an election monitor for the United Nations. He was also a member of the Lords Select Committee on Science and Technology.

The new SC20 represents a secure, managed computing device delivered straight out of the box without the need for local IT engineer intervention. Total Cost of Ownership is reduced by 61% against a PC solution, and is even 4% lower than that of a Thin Client. The SC20 draws only 9W of power against 175W for a PC, reducing the annual CO₂ emissions to 9kg against 176kg for a PC. Embedded software offers a new level of security and manageability.

CEO of Cranberry Simon Ponsford says "We are extremely pleased to welcome Lord Redesdale to the board. The experience he brings will be invaluable for the future development of the environmental benefits of the Cranberry brand."

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About Cranberry

Cranberry is a fast-growing technology company headquartered in Bath, in the UK, and with offices in The Netherlands. The company specialises in building hardware and software solutions for server-based computing and application virtualisation markets.

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